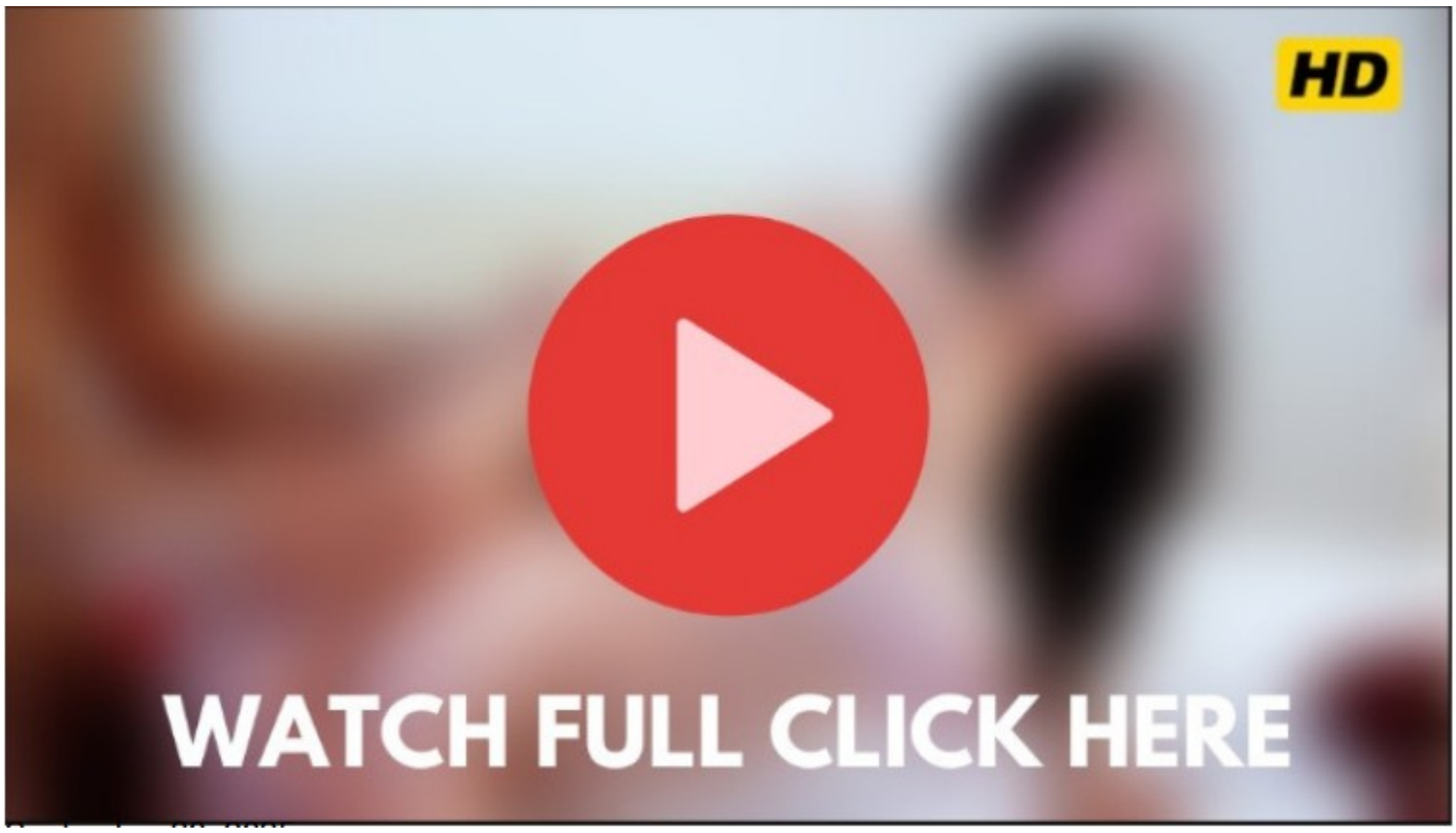15 minute 27 second viral video